

RJ REYNOLDS

TOBACCO COMPANY

COPY

April 16, 1997

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

RJR Account #356150

Mr. H. Bowen
LAVIN CANDY CO.

JUNE DORAL B2G1F / PROMOTION #700272

Dear Harry:

DORAL B2G1F *pre-sleeved* product (6M) has been ordered (see quantities listed below), as well as 21 skus of B2G1F Displays (Item #525101) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B2G1F UPC Code	#/ (6M) Cases B1G1F
Full Flavor Box	12300-24065	1
Light Box	12300-24066	1
Full Flavor 100	12300-24063	1
Light 100	12300-24062	2

DISPLAY DETAIL

EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.

EACH WHITE CARTON CONTAINS 3 PRE-SLEEVED B2G1F DEALS, PLUS 1 LOOSE LIVE PACK.

EACH DISPLAY CONTAINS 7 WHITE CARTONS OR '21 B2G1F OFFERS'.

THIS EQUATES TO 49 LIVE PACKS PER DISPLAY TO BE BILLED TO RETAIL.

IT IS STRONGLY RECOMMENDED THAT YOU PLACE 1 ADDITIONAL LOOSE LIVE PACK INTO EACH DISPLAY; THIS WILL ENABLE YOU TO BILL RETAIL @ 5 CARTONS PER DISPLAY, RATHER THAN 4.9 CARTONS PER DISPLAY.

Product / Premium Arrival:

May 12, 1997

Ship Date to Retail:

Week of: May 19, 1997

SKU CUBE:

0.9960

SKU WT (w/o Product):

1.7200 lbs

Retail Sales Offer per Sku:

21 Offers

Billing per Sku:

5 Savings Cartons (if additional live pack is added to Display)

4.9 Savings Cartons (if additional live pack is NOT added to Display)

EFT \$ Amount:

\$704.64

Non-EFT \$ Amount:

\$N/A

51861 7693

-2-

B2G1F

LAVIN CANDY CO.

PROMOTION DESCRIPTION: SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'.

UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER LIST.

PLACE INTO EACH DISPLAY:

* 7 CARTONS OF FOUR DIFFERENT DORAL BRANDSTYLES (2 CTNS/ 2 CTNS/ 2 CTNS/ 1 CTN)

BRAND STYLES: DORAL FF Box / DORAL Lt Box / DORAL FF 100 / DORAL Lt 100

* 1 ADDITIONAL LOOSE LIVE DORAL PACK (ADD PACK ONLY IF BILLING @ 5 CARTONS PER DISPLAY)

* ONE COPY OF THE ATTACHED BLUE 'RETAILER LETTER'

EACH DISPLAY WILL CONTAIN 21 B2G1F OFFERS, AND EITHER 7 OR 8 LOOSE LIVE PACKS.

(7 PACKS IF ADDITIONAL LIVE PACK IS NOT ADDED BY DIRECT ACCOUNT;

8 PACKS IF DIRECT ACCOUNT DOES ADD AN ADDITIONAL LIVE PACK).

RETAILER WILL PLACE THE LOOSE LIVE PACKS INTO ON-HAND INVENTORY.

(THE ENCLOSED 'RETAILER LETTER' EXPLAINS THIS)

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$24.50 (1.75 (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell

Promotional Coordinator / 1610

/jc

cc: R. Westenberger / 162301

Enclosures:

- Customer List
- Wholesaler Packing Instructions
- Retailer Letters (blue copies)

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.



To All RJR Retail Partners



RETAILER LETTER

DORAL B2G1F

OUR #1 PRIORITY IN 1997 WILL BE TO GET OUR PROMOTIONS TO YOUR CUSTOMERS IN THE QUICKEST WAY POSSIBLE. OUR 1997 PROMOTIONS DIFFER FROM PAST PROMOTIONS AS FOLLOWS:

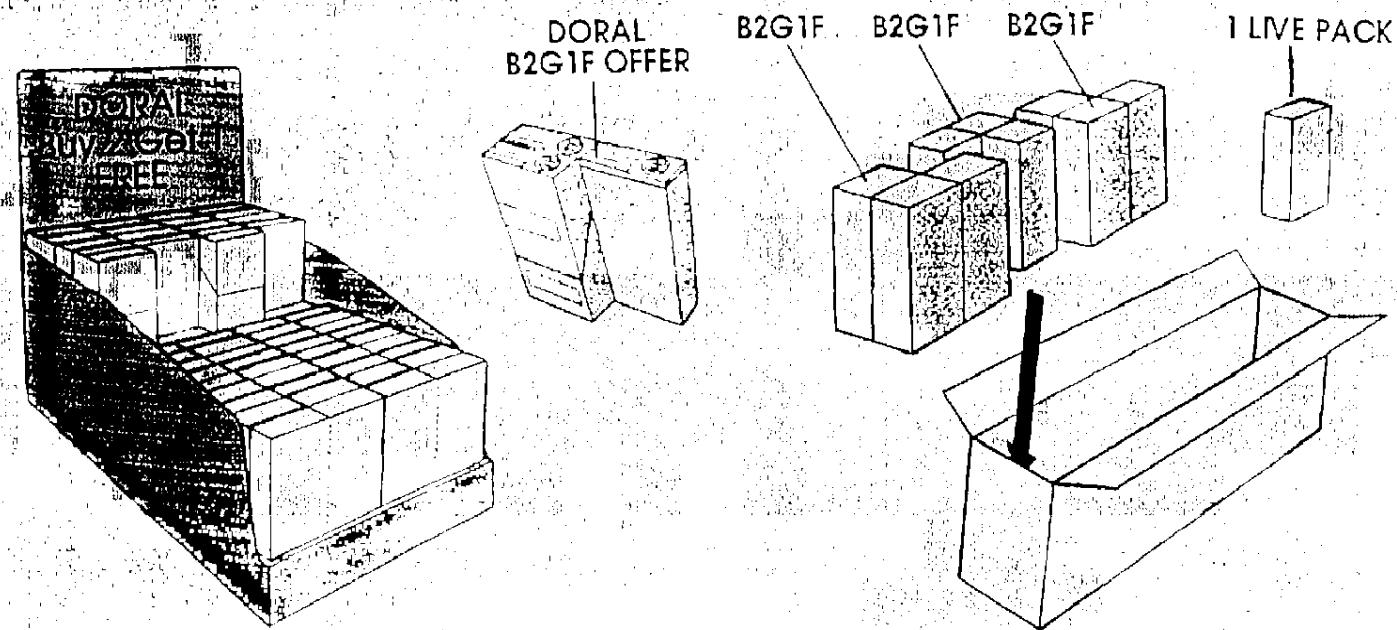
- WE ASK YOU TO ASSEMBLE DISPLAYS AT YOUR STORE.
- EACH DISPLAY CONTAINS UNPROMOTED LOOSE PACKS.

IMPORTANT NOTE: THIS IS NOT A MISTAKE AT YOUR WHOLESALER.

DO NOT RETURN THIS PRODUCT TO YOUR WHOLESALER!

PLACE THIS PRODUCT INTO YOUR REGULAR INVENTORY.

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS. IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT PLEASE CONTACT YOUR RJR REPRESENTATIVE.



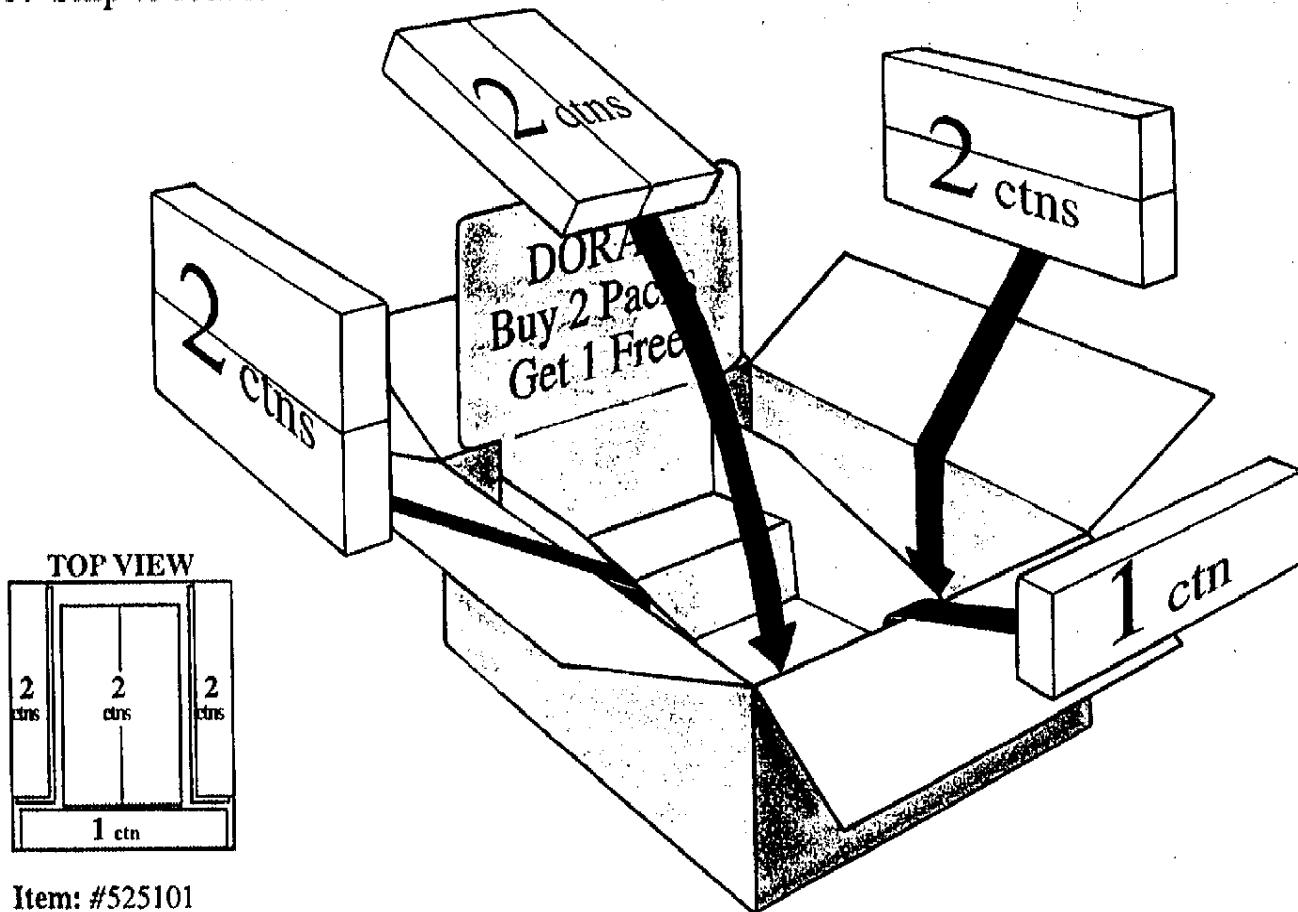
WHOLESALE PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS - 2ND QTR.'97

June DORAL B2G1F (Buy 2 Packs Get 1 Pack Free)

STEPS

1. Open DORAL B2G1F shipping case.
2. Place 7 cartons of DORAL promotional product into shipper/display.
(Promotional product is in white cartons and is pre-sleeved).
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: #525101

Description: DORAL June B2G1F Display/POS Kit

Brand Style	FF Box	LT Box	LT 100	ff 100		
Number of Cartons						

TERR RETAIL ACC#	ACCT NAME	ADDRESS	CITY	ST ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162201 163830 178080 NORMAN'S GROCERY	ST REEFS AVENUE	BLOOMINGDALE	NY 12913	2					
162302 163830 508066 SHARKY'S II	WICKER STREET	TOONDERROOG	NY 12883	1					(518) 591-1890
162302 163830 130258 NADIM'S	MOTEL	TOONDERROOG	NY 12883	1					(518) 585-3577
162301 163830 169666 SHARKY'S I	MOTEL	TOONDERROOG	NY 12883	1					(518) 585-7527
162301 163830 177790 VILLAGE MARKET	ESSO ROAD	WILLESBORO	NY 12996	1					(518) 563-8612
162301 163830 177803 NICHARDS GROCERY	71 JONHSON AVE	PLATTSBURGH	NY 12901	1					(518) 563-1444
162201 163830 178060 CODY'S GROCERY	2946 MILITARY TIR	SRANAG LAKZ	NY 12983	1					(518) 561-2485
162301 163830 177788 CHUCK WAGON	121 BRICKMERE OF S	PLATTSBURGH	NY 12901	1					(518) 563-6300
162301 163830 177852 LOUIS GROCERY	38 SALLY AVE	PLATTSBURGH	NY 12901	1					(518) 563-6061
162301 163830 177923 H ROCKS GROCERY	ROUTE 22	SCHUYLER FALLS	NY 12985	1					(518) 563-8028
162301 163830 40230 ST DENIS GROCERY	120 CORNELIA ST	PLATTSBURGH	NY 12901	1					(518) 561-9369
162301 163830 498171 SOUTHSIDE GROCERY	1788 CORTE BLVD	PLATTSBURGH	NY 12901	1					(518) 561-6788
162301 163830 679124 BYRD'S GROCERY	20 BROAD ST	PLATTSBURGH	NY 12901	3					(518) 561-5644
162301 163830 767981 BILL'S MINI MART	ROUTE 22B BOX 8A	MORRISONVILLE	NY 12962	1					(518) 963-7277
162301 163830 787715 BORDERVIEW GROCERY	RT 11 & RIDGE RD	CHAMPION	NY 12919	1					(518) 561-8500

PAGE BREAK TOTAL ACCOUNTS	17	TOTAL QUANTITY	20
TEMPERATE TOTAL ACCOUNTS	17	TOTAL QUANTITY	20

GHCP1BRN1610XX TEMPORARY PAYMENT DETAIL REPORT

05/22/97

ACCOUNT NUMBER: 356150 LAVIN CANDY COMPANY
VOUCHER NUMBER: 15354525 4989 S CATHERINE ST
DATE WRITTEN: 05/22/97 PLATTSBURGH , NY 12901
STATUS: PAID
AMOUNT PAID: 24.50 SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	1.75	24.50

EXPLANATION: JUNE: DORAL B2G1F PROMOTION #700272/SR 162301

51861 7698